



## **PREPARING A SUCCESSFUL INDIANA ARTISAN APPLICATION**

### **FOODS**

#### **THE PROJECT**

The Indiana Artisan program will develop a brand that gives meaning and recognition to Indiana-made goods. To accomplish that, Indiana Artisan will:

- promote handcrafted and value-added food products made in Indiana, telling the stories of local artisans who produce them;
- encourage artisans to leverage the Indiana Artisan logo and branding;
- provide access to entrepreneurial support and technical assistance, especially for artisans in rural areas;
- provide Internet representation via the Indiana Artisan website;
- help artisans increase revenue and market growth through trade shows, retail displays and outlets, other distribution channels, and collaborative statewide promotion efforts;
- provide grant funding for artisan business development education and networking opportunities; and
- aid and promote local efforts to develop artisan-related, tourism-focused trail development throughout the state.

Indiana Artisan is a venture of the Indiana Arts Commission, Indiana Office of Tourism Development, Office of Community and Rural Affairs, and the Indiana State Department of Agriculture. Indiana Artisan supports Indiana artisans who produce fine art, crafts and value-added foods, by leveraging the resources of the four partners and their statewide networks.

#### **THE PARTICIPANTS**

To participate in the program, artisans need only successfully complete the jurying process.

Applicants can be for-profit or not-for-profit corporations, as well as unincorporated individual artisans. Participants will include any artisan who, or business that:

- produces a value-added, premium food product ('value added' defined as: food that has been modified or enhanced for the consumer beyond its raw form), created by the applicant or supervised by the applicant, that can be purchased and taken by, or shipped to the buyer (raw meat or fish are NOT eligible at this time);
- produces a visual arts product, hand-crafted by the applicant, or under the direct supervision of the applicant, that can be purchased and taken by, or shipped to, the buyer;
- creates/produces works/products that contribute to the positive reputation of the artisan's business and to the brand development of quality Indiana-made/produced arts and food;
- desires their art, craft or product to be part of a set of locally produced goods branded as made in Indiana and carried in retail outlets, as well as sold via the Internet;
- creates their art, craft or product in Indiana and has been located in Indiana for at least one year prior to the date of application;
- would benefit from entrepreneurial support -- education, workshops, and on-site assessment;
- will participate in locally developed artisan trails promoted to in- and out-of-state travelers interested in place-based arts experiences; and
- seeks to reach the retail market through participation in trade shows/marketplaces.

## THE DISCIPLINES

**VALUE-ADDED FOODS/PRODUCTS**, including, but not limited to:

Jams/Jellies	Wine	Noodles
Dry Mixes	Cheese	Yogurt
Syrups/Honey	Dried meats/Jerky	Milk/Ice cream
Spices	Beer	Sauces/Salsa
Bread, pastries, baked goods	Candies/Chocolate	

*Value-added food is a premium food product that has been modified or enhanced for the consumer beyond its raw form, presented for purchase so that it can be taken by, or shipped to, the buyer; raw meat or fish are NOT eligible at this time.*

**ARTWORK**, including, but not limited to:

Folk Art/Crafts	Pottery	Candles	Fiber Art
Multi-Arts	Painting/Drawing	Metal/Ironwork	Leatherwork
Photography	Sculpture	Tinware	Toys/Games
Craftwork	Glasswork	Clothing	Books/CDs
Woodwork	Jewelry	Furniture	
Ceramics	Papercraft	Basketry	
Graphics and Printmaking			
Home and Outdoor Accessories			
Musical Instruments			

## THE PROCESS

All participants in the Indiana Artisan program are juried by a standing panel of business development, retail, arts, agriculture, and tourism professionals. To participate, simply complete the online application. The panel will meet:

- **FOOD ADJUDICATION**  
October 29 and 30 (Application deadline October 10; and product sample deadline October 27. Product sample required.)
- **ART & CRAFT ADJUDICATION**  
October 28 and 29 (Application deadline October 10; and artwork sample deadline October 28. Artwork sample required.)

Selection is based on expectations outlined in the next section – a unique link with Hoosier history or heritage, originality, quality, price/marketability, and technique. Applicants who meet the October 10 deadline will submit a sample by October 28 that will be tasted and reviewed. Jurors will complete a scoring sheet and include comments designed to explain why the submission was accepted into the program, and, if not accepted, designed to be helpful in improving and/or marketing the artisan's work. Jurors' comments are compiled and mailed to artisan applicants along with notification of the jury results and the jurors' recommendations. The decision of the jury is final and may not be appealed; however applicants not selected for the program are encouraged to participate in educational opportunities provided by Indiana Artisan and to reapply.

**Application to this program must be completed online.** To participate in the jury process, the application requires you to provide a description of the items, and your price range. Be specific in your pricing, providing sub-ranges for different products, if applicable. All products must be handcrafted and produced in Indiana.

## THE EXPECTATIONS

Each food entry will be reviewed using the following performance expectations.

- 1. Taste (25 points max. Must score minimum of 15.)**
- 2. Appearance of product (25 points max. Must score minimum of 15.)**
  - A positive comparability with a retail norm (15 points max)
  - Consistency within the product (10 points max)
- 3. Appearance of packaging (25 points max. Must score minimum of 15.)**
  - Overall attractiveness – distinctiveness among products on a shelf (10 points max)
  - The design complements the intent of the package and/or food (10 points max)
  - Clear wording and labeling (5 points max)

***NOTE: Any product not meeting Indiana State Department of Health labeling requirements will be disqualified.***
- 4. Marketability (25 points max. Must score minimum of 15.)**
  - An identifiable consumer market segment exists for this product (10 points max)
  - The product and price are appropriate for the expected market (10 points max)
  - The product supports the development of the specific Indiana Artisan brand (5 points max)

Artisans must be willing to create/produce/grow their product on a regular schedule, but they need not be a full-time food producer. Applicants must state whether they are willing to sell their product on consignment to both the wholesale and retail markets, however willingness is not a factor in adjudication. Artisans must produce the majority of their work in Indiana, and sales representatives are eligible for this program only if they participate as an employee of the production center.

Assemblage of commercially produced items is generally not considered to be handcrafted work and is discouraged; however, strong overall design, interpretation, and originality can affect the decision of the jury.

Artisans producing products identified as Native American will not be accepted into the program if their work is not made by a Native American. The Indian Arts and Crafts Act of 1990 makes it illegal to sell or display for sale, any product not made by Native American Indians in a way that falsely suggests it was. If submitting Native American work, please submit a copy of your membership card in a federally recognized Indian tribe, band, nation, or organized group or community, with your entry for authenticity purposes.

If your product is labeled as organic, you must provide your, or your supplier's, certificate number on the application in the space marked.

## THE APPLICATION

Please complete the online application no later than **midnight October 10, 2008**. Applications will be immediately reviewed for appropriateness. Every applicant will be contacted on or before **October 21** regarding whether the application meets the adjudication criteria. Those applicants who do meet the application criteria will be asked to ship/deliver a food sample to arrive **October 28** at the Indiana Arts Commission Office. Food samples will not be returned, and the Indiana Artisan program cannot be responsible for jurying lost or misdirected food samples.

Those applicants whose application does not meet the criteria will be notified regarding why they may not participate in the October adjudication. The decision regarding application appropriateness for the October adjudication will be final, however, those applicants will be told what precluded participation in the October adjudication, and they will be encouraged to reapply for one of the two adjudications to be held at to-be-determined dates in 2009.

You may enter as many art and/or food items as you wish. Artisan work samples must be a line of work made in the same medium/technique and must constitute a coherent body of work rather than a range. Samples employing techniques, styles or materials that vary greatly should not be mixed within a single application. For example, honey and cheese would each require their own application. Samples employing the same techniques to produce identical, or near identical, products, can be submitted on the same application, or may be submitted on separate applications. For example, an applicant submitting strawberry jam and blueberry jam for adjudication could include both on the same application or apply separately for each. Both methods will be scored equally, and there is no advantage to the applicant to pursue either over the other.

Each application will be reviewed by the jury, and applicants will be notified by email/letter of their acceptance/non-acceptance into the program on or before **November 10**.

Up to five photographic images of food in its packaging are required to be uploaded with the application. While professionally photographed images will represent the food better to the jury, professional photography is not required. There is no maximum number of applications per artisan, however artisans who jury into the program via one product will be permitted to sell only that product through Indiana Artisan. For example, if you jury into the program with salsa as your product, you only will be permitted to sell salsa through Indiana Artisan, not chocolate, chips, pottery salsa bowls nor any other salsa-related product. Using this example, artisans can apply for their Indiana-made chocolate, pottery and salsa-related products to be juried into the program separately and individually and, if accepted, those products can be sold through Indiana Artisan.

Once your product has juried into the Indiana Artisan program, it will not need to be juried again. However, at any time, and for any reason, Indiana Artisan reserves the right to remove a product from the program or to ask the artisan to reapply for the adjudication process.

#### CHECKLIST:

- ☐ Submit the online application(s) to arrive on or before October 10, 2008
- ☐ Upload up to five images with the application if you care to (images not required).
- ☐ Include all other documentation requested on the application
  - ☐ Documentation of Inspection from the Indiana Department of Health
  - ☐ Documentation of training courses (if applicable)
  - ☐ Proper package labeling per the Indiana Department of Health
  - ☐ Copy of membership card in a federally recognized Indian tribe, band, nation, or organized group (if applicable)
- ☐ ***If you have questions***, contact Eric Freeman at:
  - T: (317) 607-8715
  - E: [artisan@iac.in.gov](mailto:artisan@iac.in.gov)

#### TIMELINE:

- Sept 1: Online application form posted on the Indiana Artisan Web site:  
[www.indianaartisan.com](http://www.indianaartisan.com)
- Oct 10: Deadline for online applications to be received  
Applications reviewed for completeness
- By Oct 21: Applicants not meeting the program criteria, or with incomplete applications, will be notified.
- Oct 28: Applicants accepted into the October adjudication must submit a food product sample to arrive this day at the Indiana Arts Commission, attn: Eric Freeman, 150 W. Market St., Indianapolis, IN 46204. If shipping overnight, use telephone number (317) 607-8715
- Oct 28 & 29: Art jury reviews submissions
- Oct 29 & 30: Food jury reviews submissions
- Wk of Nov 3: Artisans notified of acceptance/non-acceptance into the Indiana Artisan program
- Nov. 20: Required workshop for all accepted applicants. Focus will be on the benefits of the Indiana Artisan program and how artisans can leverage the program to expand their business